

Bianchi PeRspectives

An e-newsletter offering PR-related info to use, challenge and amuse.

VOLUME 17 - MARCH 2010

WORD NERD

News Snack*ers *n.* - People with short attention spans who primarily get their news in short bursts from things like Twitter, RSS feeds and text messages.

Latest Bianchi Biz Blog Post

"Building Your Business Blog"

Visit the [Bianchi Biz Blog](#)

B2B Twitter Tips

Twitter can be a great tool for B2B companies. Here are a few tips to help you maximize your Twitter time:

Monitor your brand: Set up search queries about your brand, and your competitors' brands, to see what's being said so you can respond accordingly.

Invite prospects to in-person events: Add Twitter to your event marketing arsenal to boost attendance and encourage participation at in-person events.

Drive traffic to your website: Use Twitter to help distribute the thought leading content from your

Leading the Way



Image credit: www.lumaxart.com

We're BIG believers in combining the new PR 2.0 techniques with proven traditional tactics to drive PR success in today's competitive world. The key is to base your program on sound strategy rather than just capitalizing on the glitz of new technology.

In this issue, we're expanding on that belief by sharing how this mix can help your company become an industry thought leader - a status which helps your company gain credibility, foster customer relationships and demonstrate that you recognize the demons with which your customers wrestle.

We think the chemistry of combining new age with old school is powerful. Let us know what you think!

Jim Bianchi, APR

President



PR 2.0 Propels Your Company Into Thought Leadership

blog, website or newsletter. Provide a link back to the original material to increase traffic.

(Source: [Hubspot Inbound Marketing](#))

Required Reading

Best-selling business author Jeffrey Fox has a new book, due out March 15, titled *"How to be a Fierce Competitor: What Winning Companies and Great Managers Do in Tough Times."*

For more information, visit <http://foxandcompany.com>,

Upcoming Events

Matt Cullen, president and chief operating officer of Rock Ventures LLC, will talk about **"Detroit 2.0"** at the Thursday, March 11 dinner meeting of the **Marketing and Sales Executives of Detroit (MSED)** in Troy. For more information, visit www.msedetroit.org

The **Women In Defense (WID) Michigan Chapter** will host a supply chain panel discussion on Wednesday, March 24 in Troy. **"How to Get a Prime's Attention"** will focus on how suppliers can connect with prime defense contractors. For more information, visit www.wid-mi.org.

PR / Social Media

When your company takes the lead in discussing topics that are relevant to its customers, it can help solidify your status as an expert and position your company as a reliable, respected source of experience and knowledge. And in today's marketplace, you need to utilize a variety of tactics - **some old school, some new** - to take that lead.

Here are a few things your company can do to position itself as an industry thought leader:

Speak Up -- Having executives speak at trade shows, conferences and industry or customer events is key when generating awareness for your company. This practice showcases your speakers as expert sources and allows face-to-face networking and conversation with industry peers and potential customers.

Go In-depth -- Publishing non-sales-related informational pieces, such as case studies, presentations, surveys, white papers or e-books that are accessible to the public, is a good way to show your company is in-tune with problems or issues that are important to customers and peers ... and more importantly, that you have valuable thoughts and ideas on how to solve problems and / or drive improvement.

Be Your Own Publisher -- Creating meaningful (to your customers!) content on a regular basis is another way to build your reputation as a reliable expert. Forget the advertising and sales pitches here. Create a newsletter or magazine (print or electronic) that's really helpful to your audience -- perhaps offering feature articles on industry issues, current events and interviews with your executives or other industry experts. Rise above the self-promotion.

Strengthen Your Site -- We recently wrote about ways to ensure your company website and newsroom are the best it can be ([here](#)). And it bears repeating -- your site should provide a source of **useful** information for customers, prospects and influencers. Potential customers could be looking at your site every day. Make it easy for them to find helpful information by making everything in your arsenal accessible. Ultimately, the web content that is helpful / useful to your customer will get them engaged. Then, it can ultimately lead your customer -- willingly -- to the promotional content on your site.

Put it on a Pod -- If you have experts who can address key industry topics, creating podcasts is a great way to show leadership, as well as take your shared expertise to the next level. Ideas for potential podcasts are virtually limitless. Create a podcast to weigh in on an important industry controversy, give tips / advice or invite customers / suppliers to create a podcast with you that feature conversations and discussions from all sides.

Work the Webinars -- Webinars offer another outlet to publicize your findings, facts and statistics from any case studies, surveys or white papers you might have commissioned. They go above and

Resources

[Click here](#) to view / download PR and social media tipsheets.

Past Issues

Looking for past issues of *Bianchi PeRspectives*? [Click here](#).

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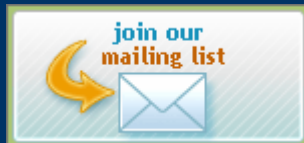
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beyond a podcast by incorporating visuals, video clips, slide presentations and oftentimes, live Q&A sessions with participants.

Honest to Blog -- Having a corporate blog is another way to express expertise, opinion and advice in a manner that's easily accessible and engaging. When updated on a regular basis, a blog can act as another face for your company and can have an impact on customer relationship management. For more tips on how to start a blog, check out the latest [Bianchi Biz Blog entry](#).

Be Social, Be Present -- Being involved in social media sites such as [Twitter](#), [Facebook](#) and [LinkedIn](#) is important when trying to position your company as an industry leader. Take advantage of these increasingly popular platforms as yet another channel to broaden and enhance your reach. And make sure your messaging and style are consistent across your different social media and traditional profiles. Make your company Twitter page and Facebook page places visitors want to visit. Keep it fresh, professional and engaging. Start a professional group on LinkedIn where customers and peers can go for news and topical discussions. Give them a forum to express their views and your company another means to connect with the voice of the customer. If you don't provide it, they'll look to someone else.

Remember, you can't claim thought leadership -- you have to **earn** it. And you can, through authentic insight, active engagement and pertinent content.

